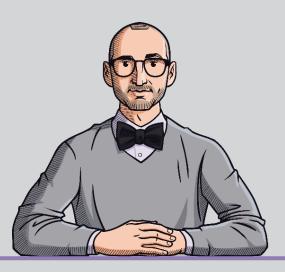
Key Demographic Trends and Data Updates



Sandra Albanese

Research Director, Demographic Data

Lefty Papachristoforou

Director, Product Management



Today's Presenters



Sandra Albanese Research Director, Demographic Data

Lefty Papachristoforou
Director, Product
Management

Housekeeping

- Listen-only mode for attendees
- Use the Webex Q&A feature to submit your questions
- Technical difficulties? Call 1.866.229.3239
- Presentation deck will be available environicsanalytics.com/webinars
 within 24 hours

Webinar Agenda

- Demographic trends according to DemoStats
- Important updates to Canadian data products
- Questions

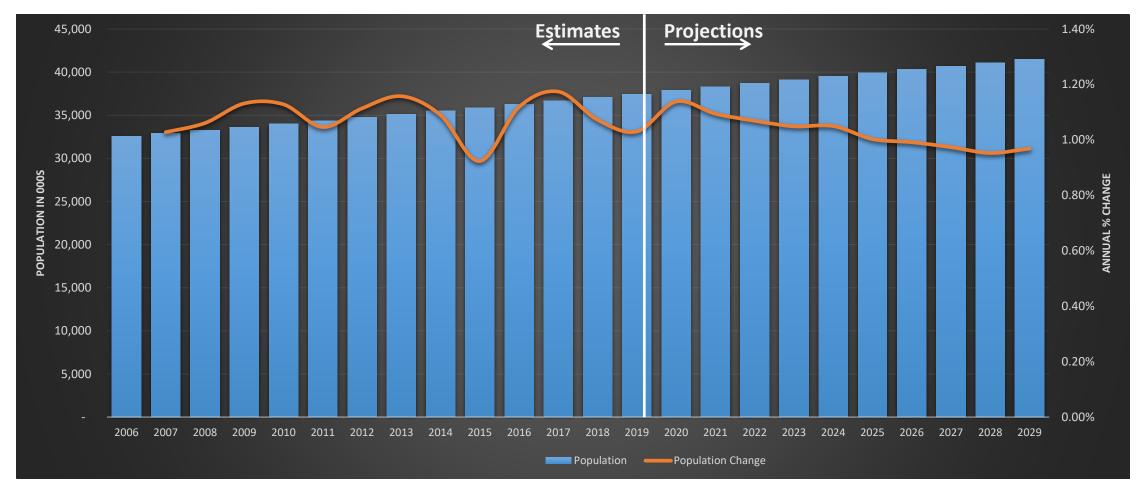


Demographic Trends in Canada

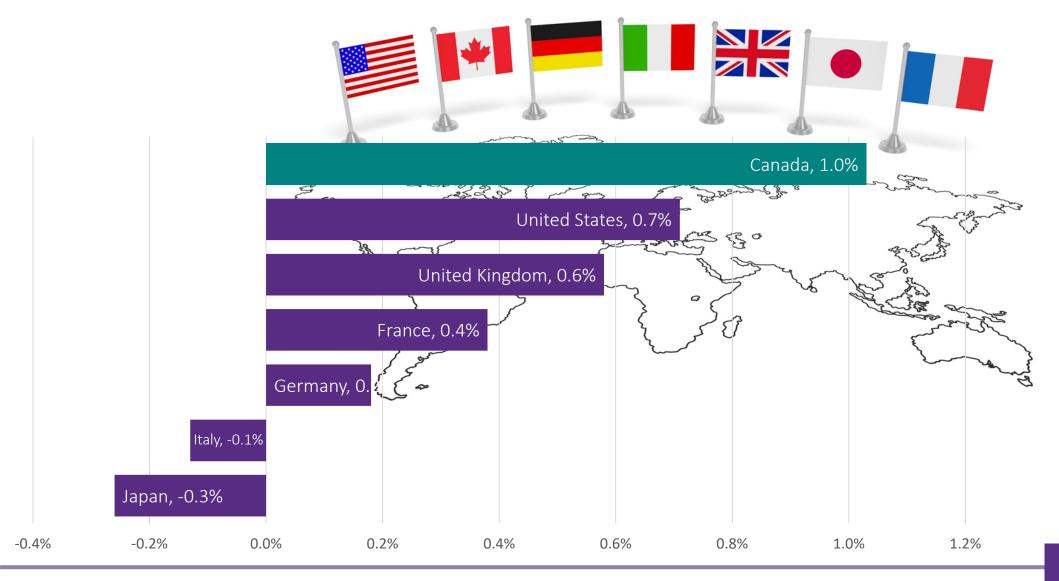


Population Trends

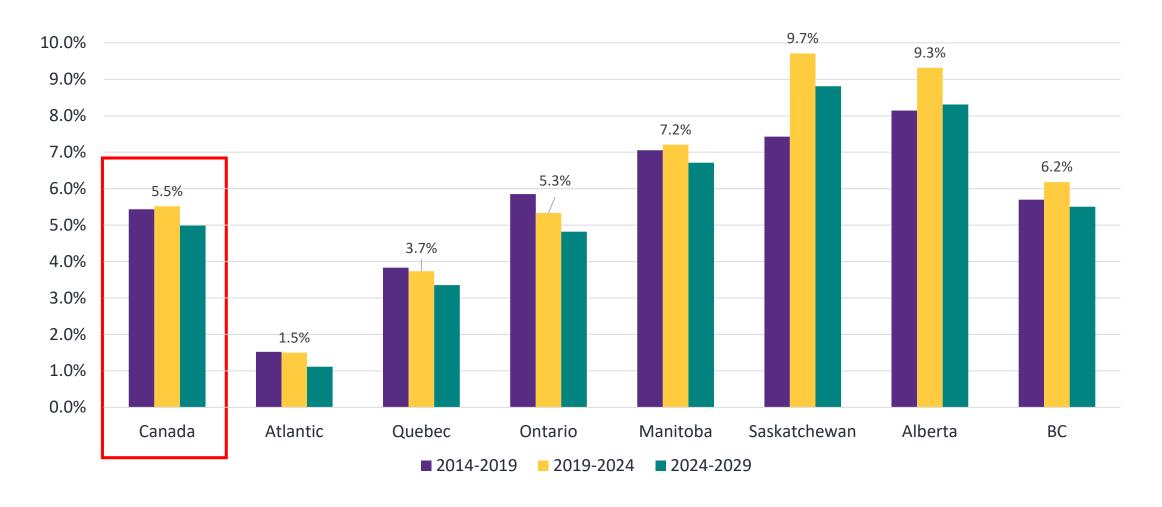
Steady growth in Canada



Canada: Highest Population Growth of G7

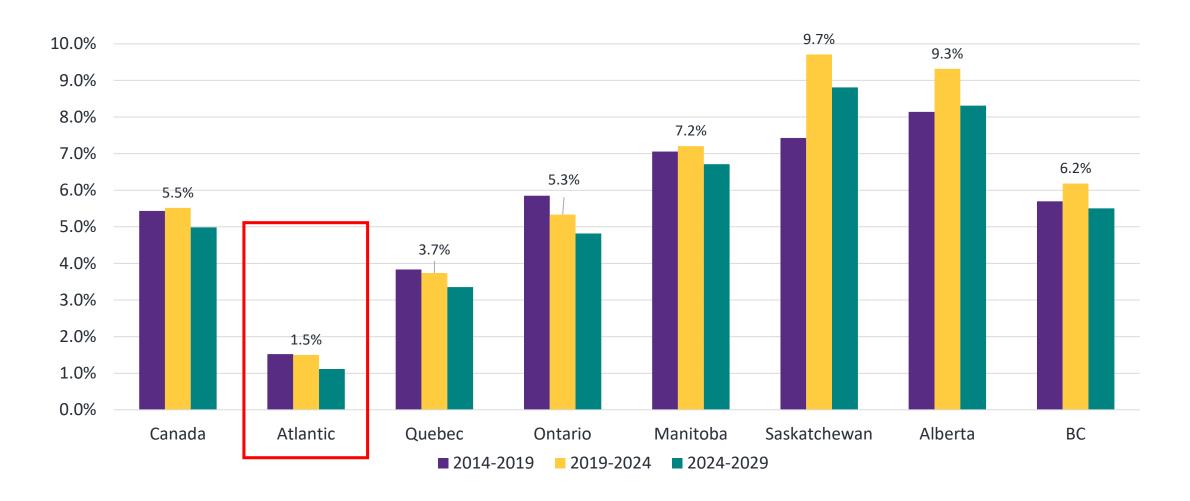


Population Growth: Regional Variation



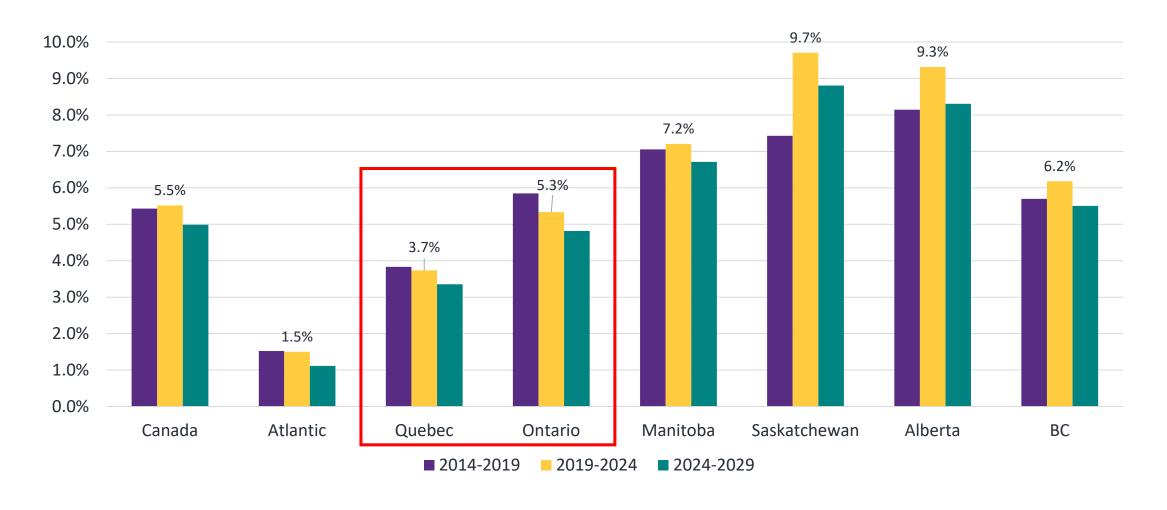


Population Growth: Atlantic Canada



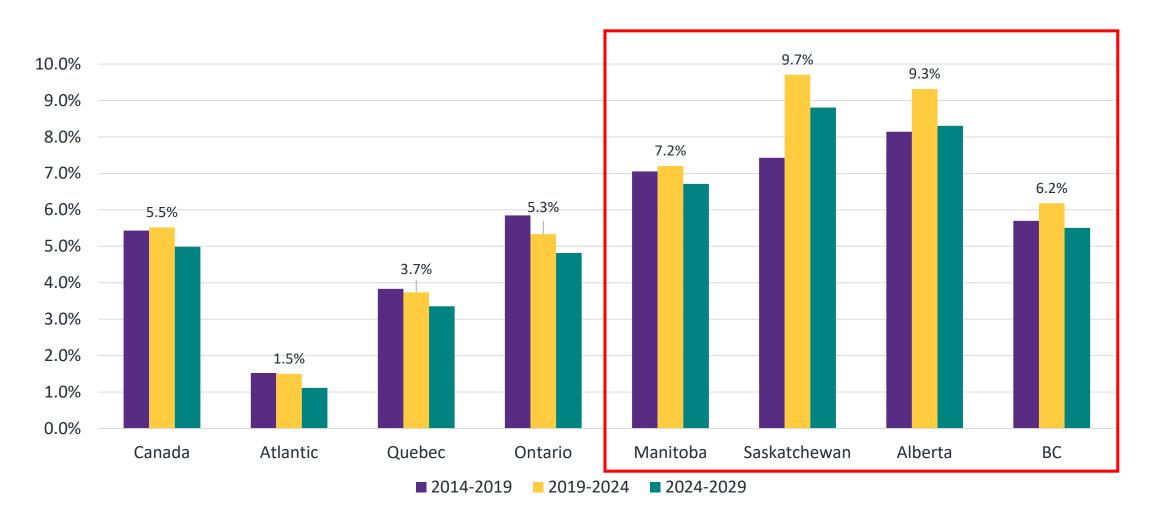


Population Growth: Central Canada



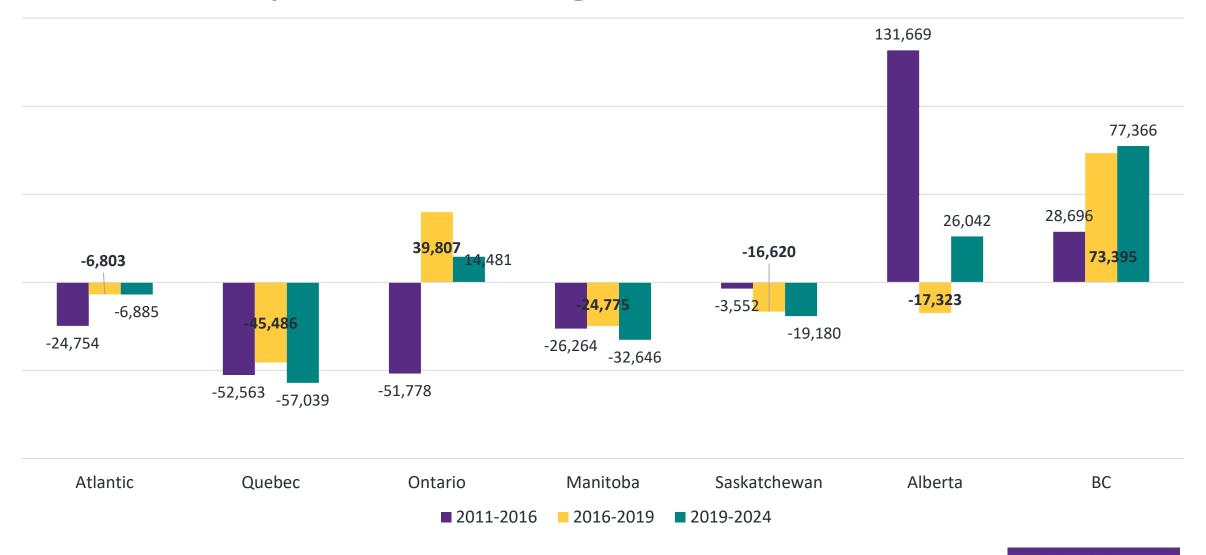


Population Growth: Western Canada

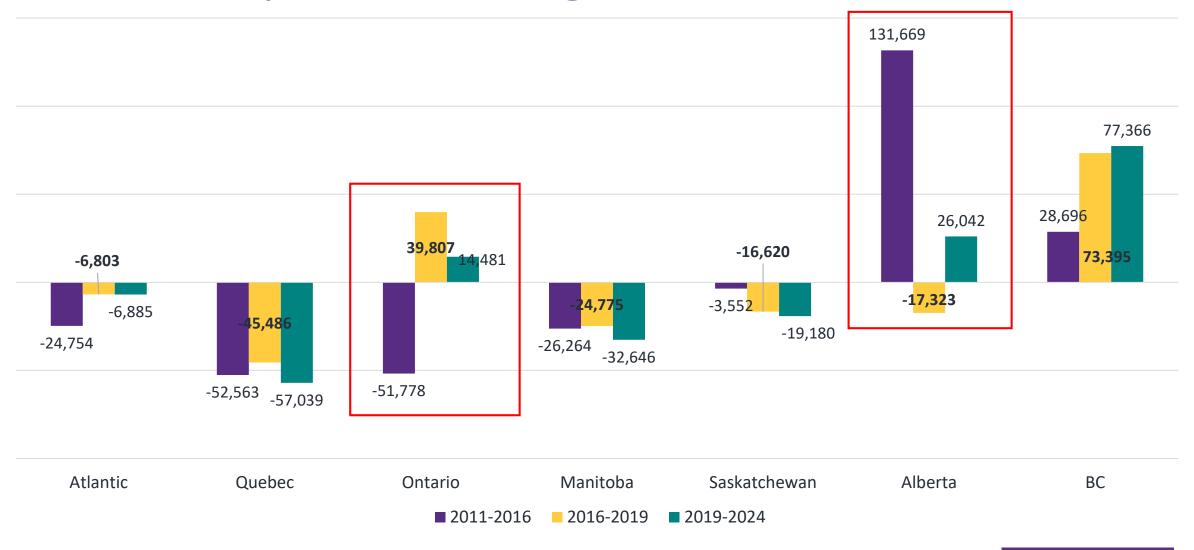




Net Interprovincial Migration



Net Interprovincial Migration



Population Growth by CMA

POPULATION GROWTH 2011-2016						
Saskatoon	16.2%					
Calgary	15.2%					
Edmonton	dmonton 14.3%					
Regina	13.7%					
Grande Prairie	rie 11.6%					
Lethbridge 10.1%						
Chilliwack	9.8%					
Red Deer	9.4%					
Kelowna	8.6%					
Winnipeg	8.4%					
Abbotsford - Mission	8.0%					
Oshawa	7.9%					
Toronto	7.7%					
Vancouver	7.1%					
Guelph	6.6%					
Fredericton	6.3%					
Ottawa - Gatineau	6.1%					
Victoria	6.0%					
Barrie	6.0%					
Halifax	5.7%					

Atlantic
Quebec
Ontario
West

Saskatoon	7.9%
Regina	7.6%
Calgary	6.3%
Edmonton !	5.9%
Toronto	4.9%
Winnipeg	4.8%
Chilliwack	4.6%
Oshawa	4.5%
Guelph	4.4%
Kelowna	4.4%
Ottawa - Gatineau	4.4%
Halifax	4.2%
Nanaimo	4.1%
Barrie	4.0%
Lethbridge :	3.8%
Vancouver	3.8%
Kitchener - Cambridge - Waterloo	3.8%
Fredericton	3.6%
Sherbrooke	3.6%
London	3.4%

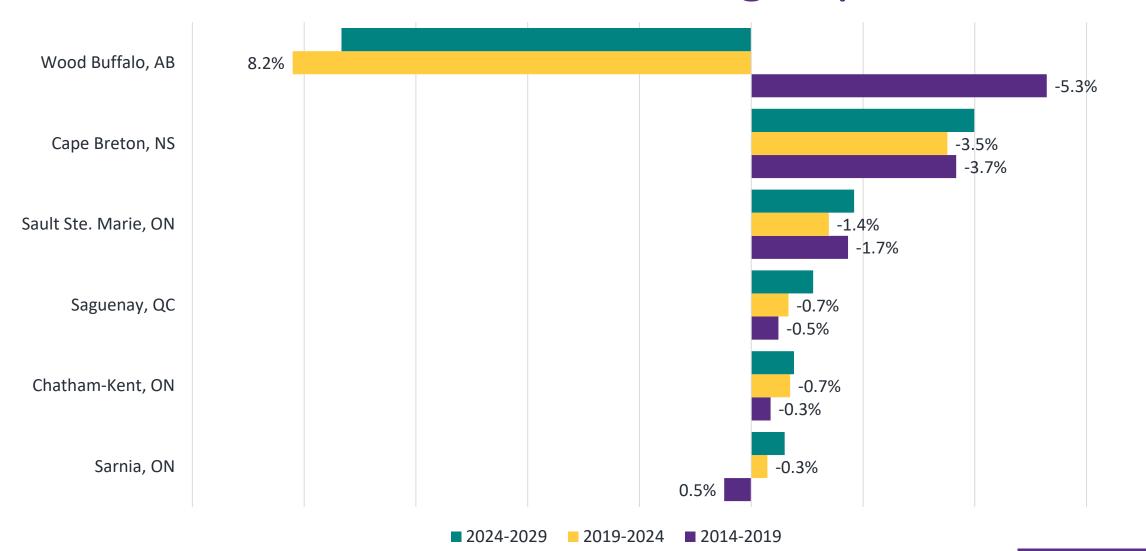
Projected Population Growth in Five Years

PROJECTED GROWTH 2019-2024					
Saskatoon	13.8%				
Regina	13.6%				
Calgary	11.7%				
Edmonton	10.5%				
Winnipeg	8.4%				
Wood Buffalo 8.2%					
Vancouver	7.6%				
Toronto	7.6%				
Oshawa	7.4%				
Chilliwack	7.3%				
Kelowna	7.2%				
Halifax	6.5%				
Red Deer	6.5%				
Abbotsford - Mission	6.5%				
Guelph	6.4%				
Grande Prairie	6.2%				
Barrie	6.0%				
Lethbridge	5.9%				
Ottawa - Gatineau	5.7%				
Moncton	5.7%				

Atlantic Quebec Ontario West



Canadian Cities with Shrinking Populations

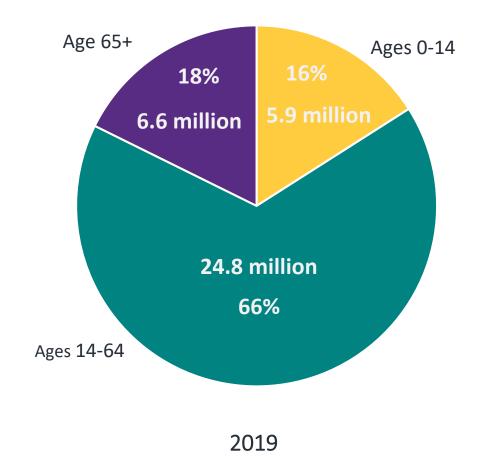




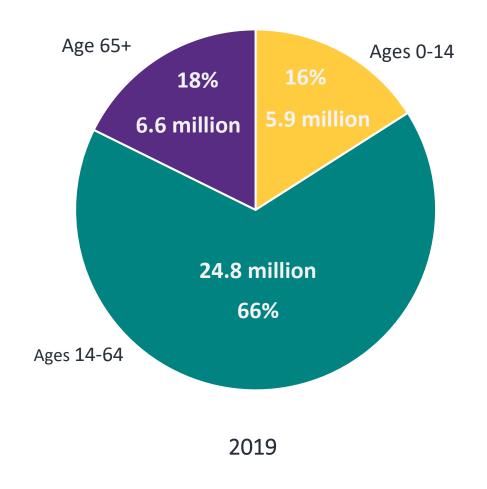
Population by Age Cohorts

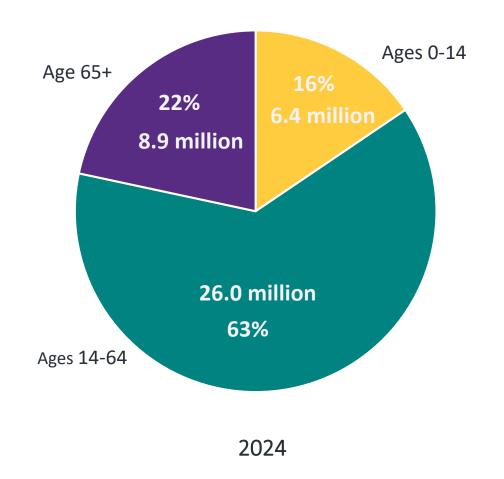


Canada's Aging Population: Current



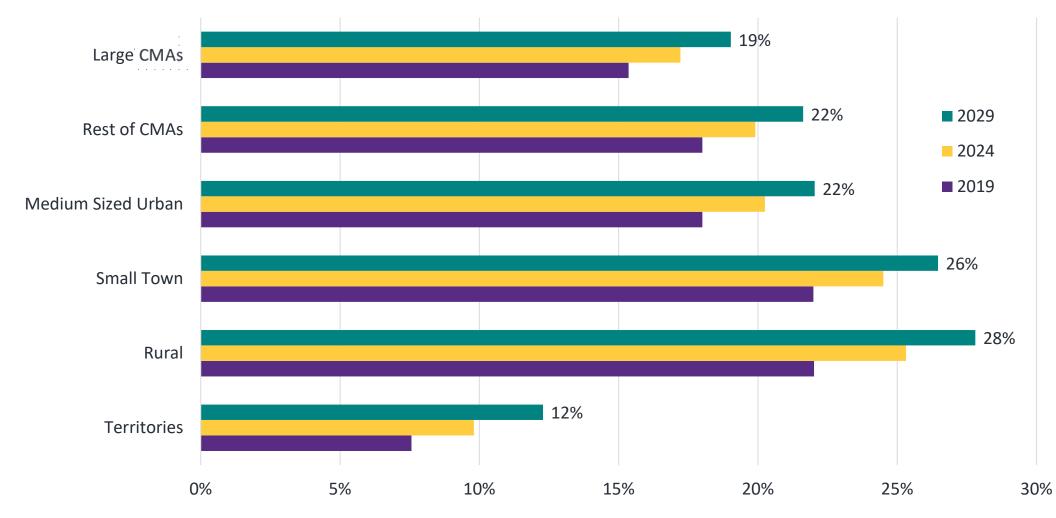
Canada's Aging Population: Future Growth







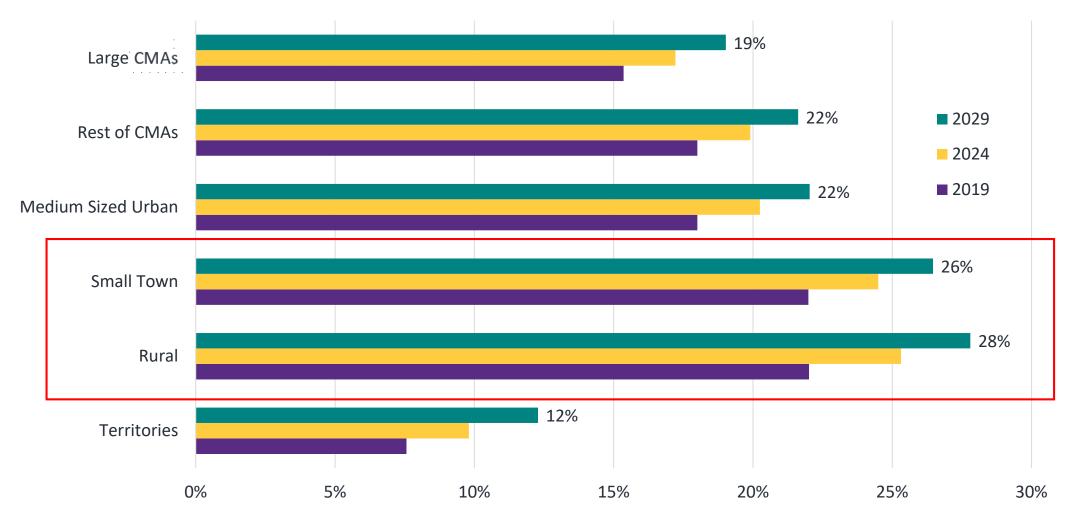
Canada's Older Population Outside Urban Centres



Large CMAs: Toronto, Vancouver, Calgary, Edmonton, Montreal and Ottawa-Gatineau



Canada's Older Population Outside Urban Centres



Large CMAs: Toronto, Vancouver, Calgary, Edmonton, Montreal and Ottawa-Gatineau



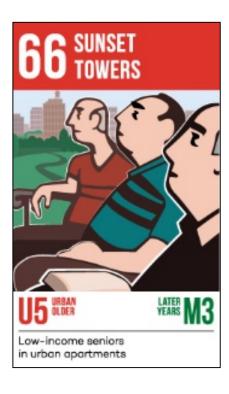
Canada's Older Population Through PRIZM



Middle-income seniors

Urban

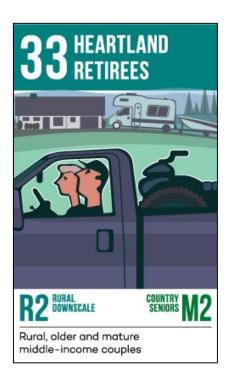
Apartments



Low-income seniors

Urban

Apartments



Middle-income seniors

Rural

Single-Detached Homes



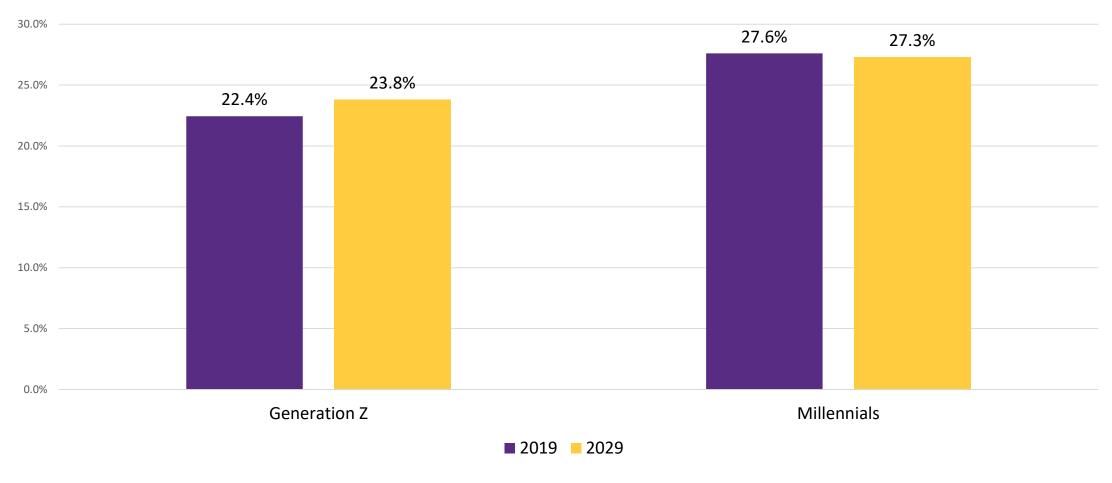
Generation Z is Coming





Generation Z vs. Millennials

Percent of population



Generation Z Through PRIZM



Large Middle-Aged Families

Upscale

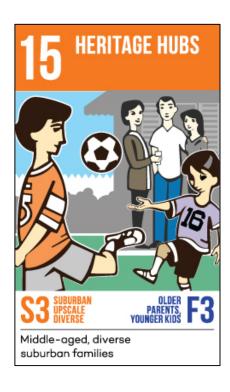
Single Detached Homes



Younger Families

Upscale

Single Detached/Row/Semi



Middle-Aged Families

Upper-Middle

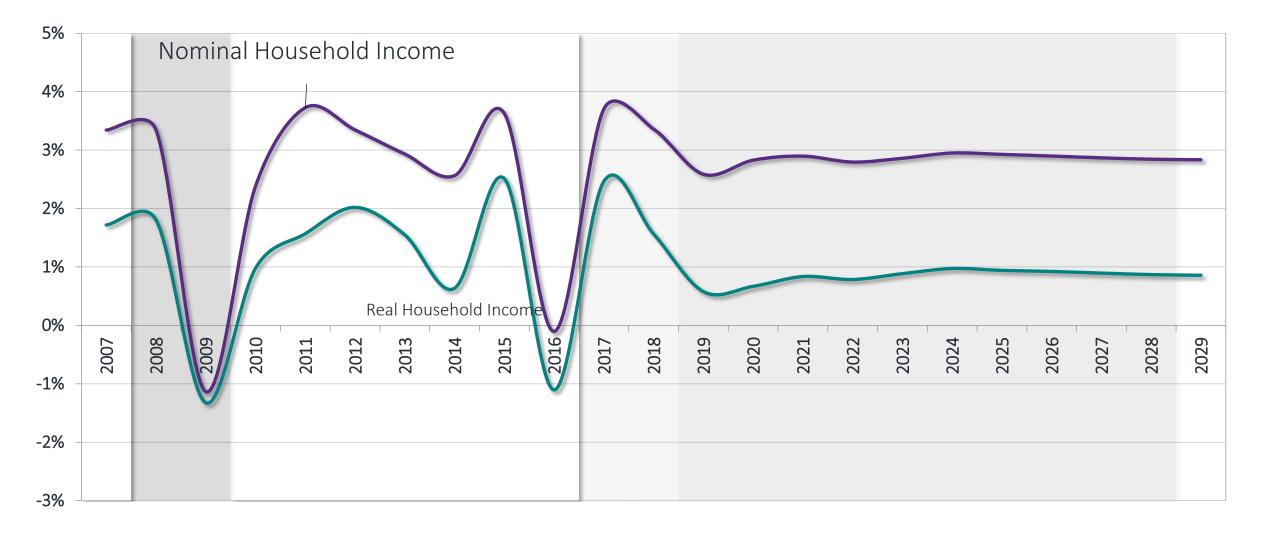
Single Detached/Row/Semi



Economic Outlook



National Household Income Trends

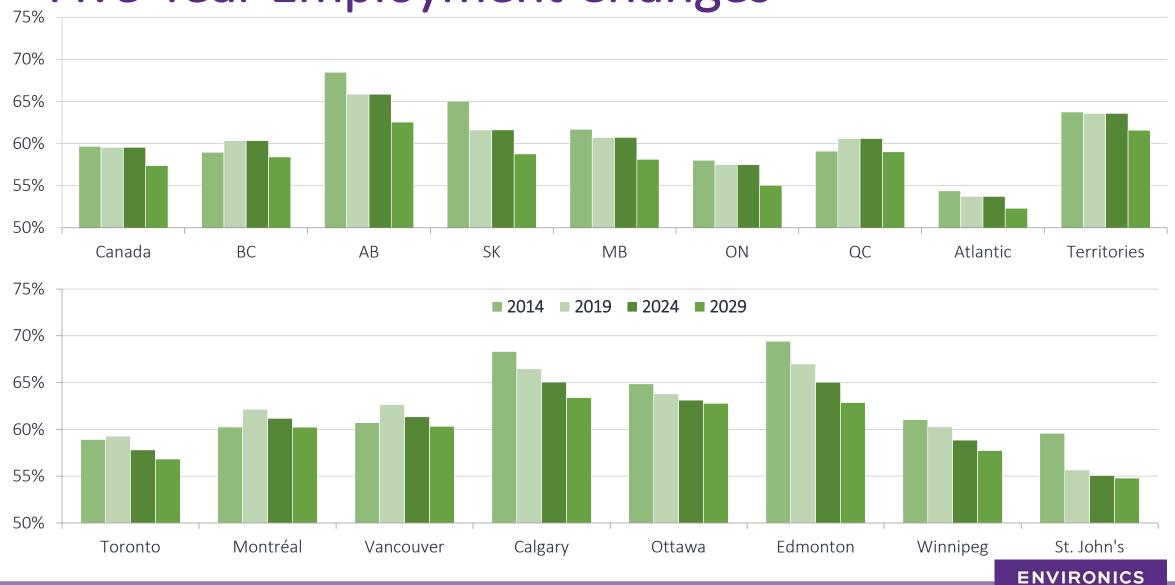




Five-Year Income Changes



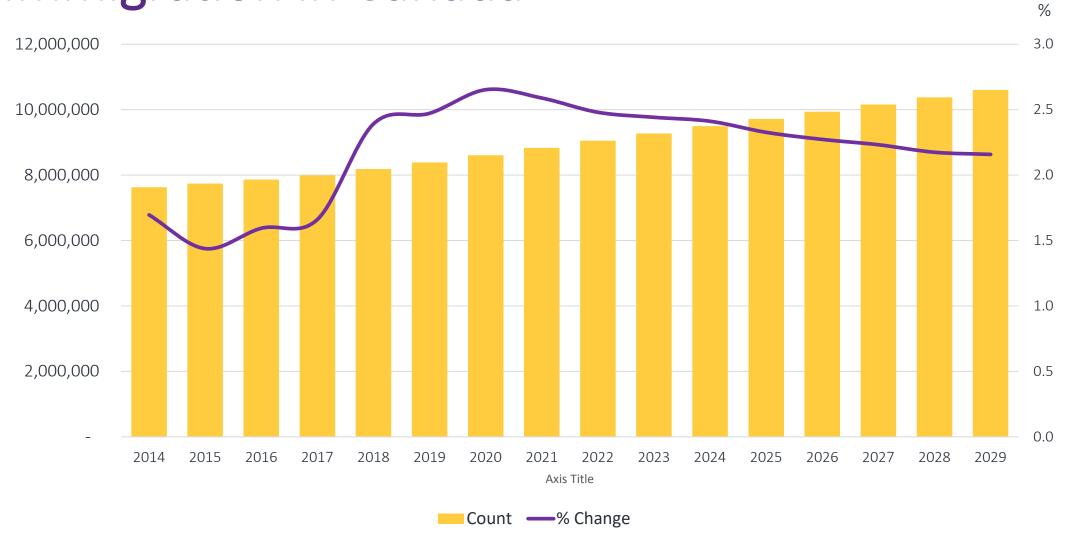
Five-Year Employment Changes



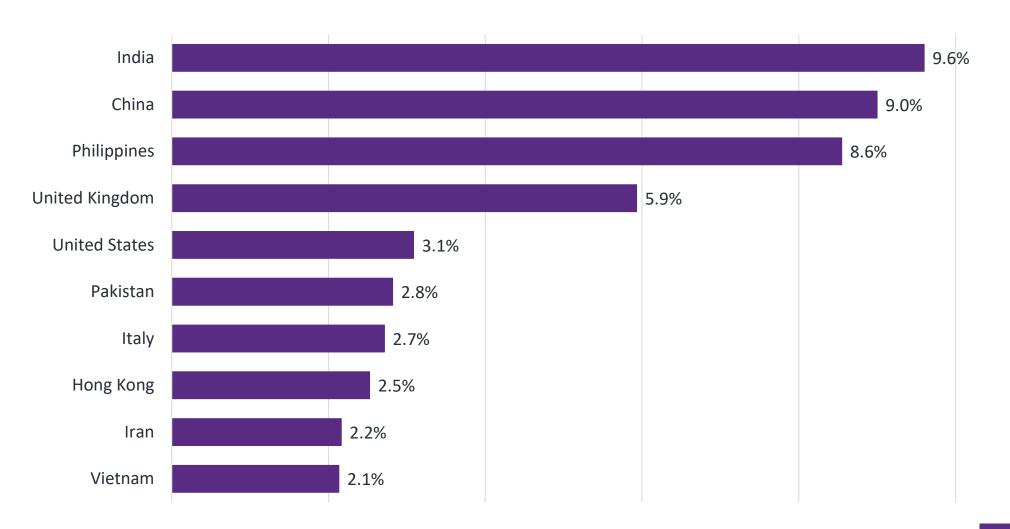
Cultural Diversity



Immigration in Canada



Immigrants by Country of Birth





Immigrants: Regional Differences

CMA	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5
TORONTO	India (12.3%)	China (10.2%)	Philippines (7.8%)	Pakistan (4.6%)	Sri Lanka (3.7%)
MONTREAL	Haiti (2.5%)	Algeria (4.8%)	France (5.9%)	China (4.7%)	Italy (4.6%)
OTTAWA-GATINEAU	China (7.6%)	United Kingdom (6.0%)	Lebanon (5.3%)	India (4.5%)	Philippines (4.1%)
CALGARY	Philippines (14.1%)	India (12.2%)	China (9.1%)	United Kingdom (5.7%)	Pakistan (4.4%)
EDMONTON	Philippines (15.7%)	India (13.2%)	China (6.8%)	United Kingdom (4.9%)	Vietnam (2.2%)
VANCOUVER	China (20.1%)	India (13.4%)	Philippines (10.7%)	Hong Kong (6.6%)	United Kingdom (5.1%)

Summary

- Canada's population estimate for 2019 is 37.5 million
- The country's population will approach 41.5 million by 2029
- Seniors are a diverse group with potential opportunities for marketers
- Generation Z is on the horizon
- Given current economic conditions, we expect a steady growth in the Canadian economy
- Canada becoming more culturally diverse





Important Updates to Canadian Databases



2019 Year-to-Date Product Updates























































































































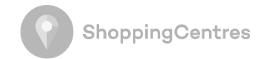


































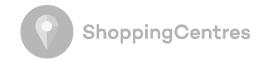


































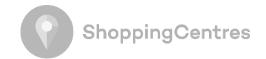




















































DemoStats: Key Changes









Complete Integration of 2016 Census









New Top-Tier Household Income Band









Improved Chinese Language Variables





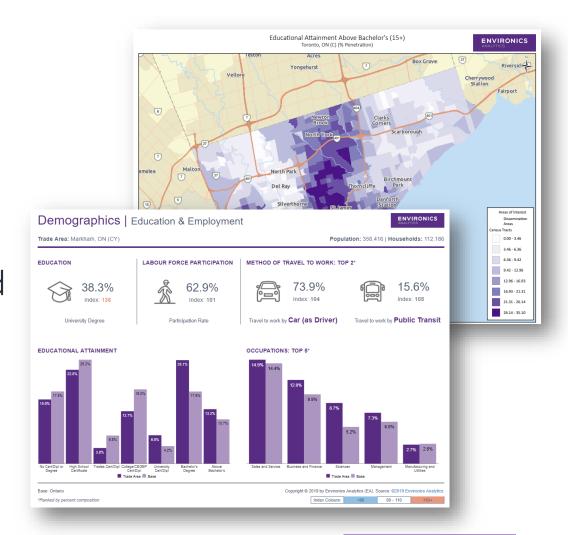




Additional Changes to DemoStats



- Constant dollar reference year is now 2015
- Updated condo status and citizenship themes
- Improved consistency between total and recent immigrant themes
- New ranges added to period of immigration category





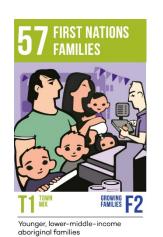
PRIZM Updated with DemoStats



Greatest geographic change

Least geographic change





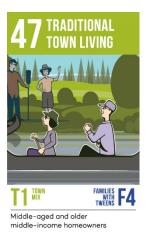




Middle-aged and older

middle-income homeowners





PRIZM Updated with DemoStats



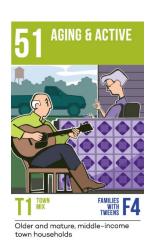
Highest growth in households



Middle-aged and older middle-income homeowners



Older and mature, middle-income suburbanites



Declined the most in households







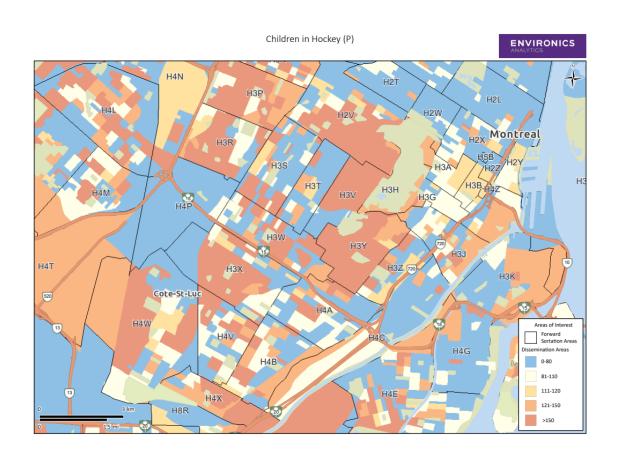
Rural, lower-middle-income Quebec homeowners



Opticks Powered by Vividata



Now with 74 more variables including:





Online Investments



Travel Accommodations



Children in Sports



Opticks Powered by Numeris



Now with 165 more variables including:



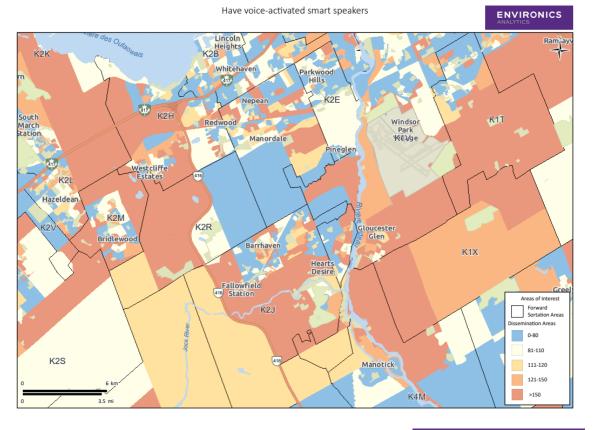
Smart Home



Instore vs Online Shopping



Online Activity by Device



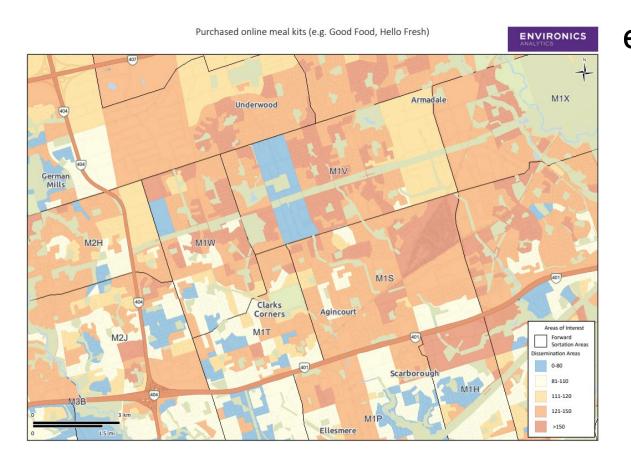


Opticks Powered by AskingCanadiansTM









eShopper

- Online Groceries and Meal Kits
- Pre-authorized Payments (PAP)

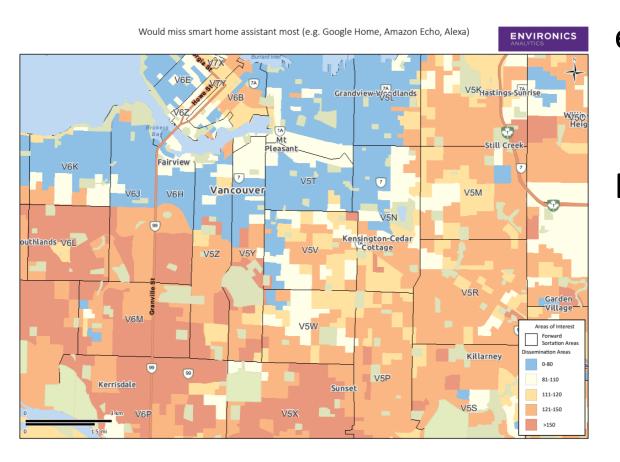


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eShopper

- Online Groceries and Meal Kits
- Pre-authorized Payments (PAP)

Mobile

- Streaming Audio and Video
- Reason for Landline

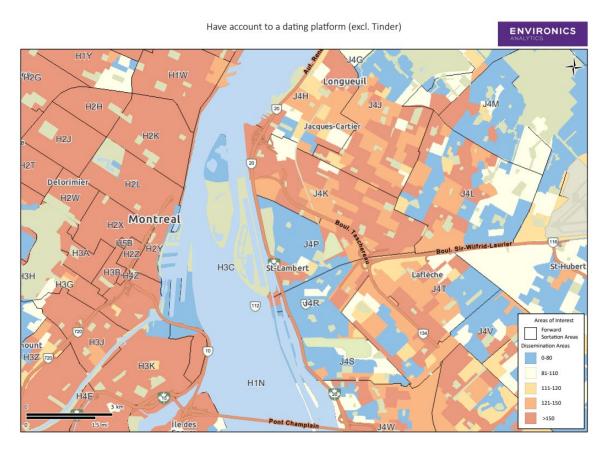


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eShopper

- Online Groceries and Meal Kits
- Pre-authorized Payments (PAP)

Mobile

- Streaming Audio and Video
- Reason for Landline

Social

- Watch Instagram Videos (IGTV)
- Have a Dating Account



Upcoming Data Update Schedule

OCTOBER

WealthScapes

FoodSpend

Neighbourhood View™

Homescan® Profiles

MoneyMatters

Powered by Canadian

Financial Monitor

WealthScapes Lite

AgeByIncome

PRIZM Spectra

Businesses

Opticks Automotive

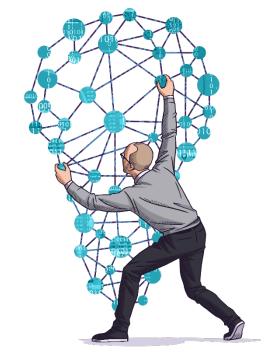
Powered by IHS Markit™

HouseholdSpend

TrafficCounts

Spectra Trade Areas

BusinessProfiles



LiquidAssets

CrimeStats

CommunityLife

WealthScapes Daytime

GivingBack

CannabisInsights

Powered by Vividata

WealthScapes Fundraiser

GreenLiving

ClickSpend™

Powered by J.C. Williams Group



www.environicsanalytics.com/en-ca/resources/product-documentation/



Variable Lists

Release Notes

Technical Documents

Glossaries



Questions?



Sandra Albanese

Research Director, Demographic Data



Lefty Papachristoforou

Director, Product Management

inquiries@environicsanalytics.com



